



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Coffee, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Rooted Rural	18.4%	Population		47,224	49,990
Aspiring Young Families	15.6%	Households		19,394	20,770
Southern Satellites	15.1%	Families		13,652	14,369
Home Town	11.0%	Median Age		39.3	40.4
Heartland Communities	5.2%	Median Household Income		\$38,424	\$42,290

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	63	\$1,746.29	\$33,867,496
Men's	66	\$326.78	\$6,337,606
Women's	61	\$589.43	\$11,431,323
Children's	70	\$309.55	\$6,003,474
Footwear	56	\$286.99	\$5,565,873
Watches & Jewelry	65	\$128.36	\$2,489,510
Apparel Products and Services <sup>1</sup>	71	\$105.17	\$2,039,710
<b>Computer</b>			
Computers and Hardware for Home Use	69	\$151.81	\$2,944,296
Software and Accessories for Home Use	67	\$19.96	\$387,167
<b>Entertainment &amp; Recreation</b>	73	\$2,498.76	\$48,460,915
<b>Fees and Admissions</b>	64	\$388.43	\$7,533,191
Membership Fees for Clubs <sup>2</sup>	65	\$103.23	\$2,002,086
Fees for Participant Sports, excl. Trips	65	\$74.10	\$1,437,125
Admission to Movie/Theatre/Opera/Ballet	62	\$93.03	\$1,804,266
Admission to Sporting Events, excl. Trips	66	\$37.89	\$734,847
Fees for Recreational Lessons	61	\$80.17	\$1,554,867
<b>TV/Video/Sound Equipment</b>	73	\$854.85	\$16,578,972
Community Antenna or Cable Television	76	\$508.85	\$9,868,674
Color Televisions	68	\$93.55	\$1,814,386
VCRs, Video Cameras, and DVD Players	73	\$28.44	\$551,619
Video Cassettes and DVDs	74	\$45.17	\$876,021
Video Game Hardware and Software	73	\$23.96	\$464,605
Satellite Dishes	73	\$1.13	\$21,997
Rental of Video Cassettes and DVDs	73	\$43.44	\$842,396
Sound Equipment <sup>3</sup>	67	\$106.20	\$2,059,694
Rental and Repair of TV/Sound Equipment	71	\$4.10	\$79,580
Pets	79	\$348.67	\$6,762,198
Toys and Games	75	\$136.34	\$2,644,251
Recreational Vehicles and Fees <sup>4</sup>	81	\$366.14	\$7,100,927
Sports/Recreation/Exercise Equipment <sup>5</sup>	68	\$156.72	\$3,039,408
Photo Equipment and Supplies <sup>6</sup>	72	\$98.76	\$1,915,298
Reading <sup>7</sup>	70	\$148.84	\$2,886,670
<b>Food</b>	74	\$6,218.26	\$120,597,004
<b>Food at Home</b>	75	\$3,771.06	\$73,135,899
Bakery and Cereal Products	75	\$540.15	\$10,475,588
Meat, Poultry, Fish, and Eggs	76	\$998.46	\$19,364,101
Dairy Products	75	\$412.56	\$8,001,254
Fruit and Vegetables	72	\$629.35	\$12,205,629
Snacks and Other Food at Home <sup>8</sup>	76	\$1,190.54	\$23,089,327
<b>Food Away from Home</b>	72	\$2,447.21	\$47,461,105
Alcoholic Beverages	69	\$423.47	\$8,212,859
Nonalcoholic Beverages at Home	77	\$336.56	\$6,527,239



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<b>Financial</b>			
Investments	58	\$870.52	\$16,882,882
Vehicle Loans	81	\$4,978.24	\$96,548,022
<b>Health</b>			
Nonprescription Drugs	79	\$96.52	\$1,872,004
Prescription Drugs	88	\$506.80	\$9,828,802
Eyeglasses and Contact Lenses	76	\$63.04	\$1,222,560
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	67	\$5,793.80	\$112,364,866
Maintenance and Remodeling Services	67	\$1,322.32	\$25,645,053
Maintenance and Remodeling Materials <sup>10</sup>	79	\$297.33	\$5,766,349
Utilities, Fuel, and Public Services	77	\$3,370.01	\$65,358,034
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	69	\$96.35	\$1,868,584
Furniture	67	\$431.64	\$8,371,227
Floor Coverings	64	\$58.23	\$1,129,238
Major Appliances <sup>12</sup>	76	\$223.21	\$4,328,874
Housewares <sup>13</sup>	68	\$71.65	\$1,389,522
Small Appliances	75	\$27.68	\$536,824
Luggage	63	\$6.46	\$125,232
Telephones and Accessories	64	\$30.40	\$589,659
<b>Household Operations</b>			
Child Care	63	\$263.81	\$5,116,382
Lawn and Garden <sup>14</sup>	82	\$365.10	\$7,080,816
Moving/Storage/Freight Express	68	\$36.39	\$705,701
Housekeeping Supplies <sup>15</sup>	77	\$592.33	\$11,487,556
<b>Insurance</b>			
Owners and Renters Insurance	79	\$378.05	\$7,331,827
Vehicle Insurance	75	\$1,099.80	\$21,329,597
Life/Other Insurance	77	\$492.86	\$9,558,450
Health Insurance	81	\$1,592.22	\$30,879,561
Personal Care Products <sup>16</sup>	73	\$347.60	\$6,741,338
School Books and Supplies <sup>17</sup>	74	\$89.13	\$1,728,557
Smoking Products	85	\$410.56	\$7,962,308
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	79	\$4,564.99	\$88,533,404
Gasoline and Motor Oil	80	\$1,632.98	\$31,669,941
Vehicle Maintenance and Repairs	74	\$785.48	\$15,233,622
<b>Travel</b>			
Airline Fares	63	\$256.08	\$4,966,454
Lodging on Trips	68	\$278.86	\$5,408,209
Auto/Truck/Van Rental on Trips	61	\$26.46	\$513,141
Food and Drink on Trips	70	\$328.20	\$6,365,158

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.